

## Message Text

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ACTION EA-09

INFO OCT-01 ISO-00 AID-05 CIAE-00 COME-00 EB-08 FRB-01

INR-07 NSAE-00 USIA-15 TRSE-00 XMB-04 OPIC-06 SP-02

CIEP-02 LAB-04 SIL-01 OMB-01 L-03 H-02 NSC-05 SS-15

STR-04 CEA-01 PA-02 PRS-01 /099 W

-----150616Z 043601 /17

R 150548Z FEB 77

FM AMEMBASSY TOKYO

TO SECSTATE WASHDC 5455

UNCLAS TOKYO 2098

E.O. 11652: N/A

TAGS: EQUIP, ETRD, JA

SUBJECT: JAPANESE COLOR TV PRODUCTION/EXPORTS IN 1976

1. SUMMARY: FINAL FIGURES ARE IN, AND JAPAN'S COLOR TV INDUSTRY HAS EMERGED AS WORLD PRODUCTION LEADER, REPORTEDLY ACCOUNTING FOR HALF OF WORLD COLOR TV RECEIVER PRODUCTION. PRODUCTION ROSE BY 40.9 PERCENT TO 10,531,276 RECEIVES; EXPORTS ROSE 90.5 PERCENT TO 5,250,649 SETS VALUED AT OVER ONE BILLION DOLLARS; AND EXPORTS TO U.S. ROSE 143.5 PERCENT TO 2,959,002 SETS VALUED AT 541.4 MILLION DOLLARS. JAPAN EXPORTED HALF OF ALL COLOR RECEIVERS IT PRODUCED IN 1976. JAPANESE COLOR TV EXPORTS TO U.S. ACCOUNTED FOR 28.1 PERCENT OF JAPAN'S TOTAL PRODUCTION AND 56.4 PERCENT OF ALL EXPORTS OF COLOR RECEIVERS.END SUMMARY.

2. JAPAN PRODUCED 10,531,276 COLOR TV RECEIVERS IN 1976, AN INCREASE OF 40.9 PERCENT OVER ITS 1975 PRODUCTION. THIS COMPARES TO DOMESTIC SHIPMENTS BY U.S. MANUFACTURERS DURING 1976 OF 7.6 MILLION SETS, MAKING JAPAN BY FAR THE WORLD PRODUCTION LEADER. JAPANESE PRESS REPORTS INDICATE THAT JAPAN NOW PRODUCES HALF OF THE COLOR TV RECEIVERS IN THE WORLD.

3. JAPAN'S EXPORTS OF COLOR RECEIVERS ROSE DRAMATICALLY IN 1976, BOTH IN ABSOLUTE NUMBERS AND AS A PERCENTAGE OF PRODUCTION.

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JAPAN EXPORTED 5,250,649 COLOR SETS IN 1976, AN INCREASE OF 90.5 PERCENT OVER 1975. THESE EXPORTS REPRESENTED 49.8 PERCENT OF TOTAL PRODUCTION. (FIVE YEARS EARLIER, JAPAN EXPORTED ONLY ONE-FIFTH OF COLOR RECEIVERS IT PRODUCED.) 1976 EXPORTS WERE VALUED AT 309.6 BILLION YEN, OR APPROXIMATELY 1,067,600,000 DOLLARS.

4. EXPORTS TT THE U.S. INCREASED 143.5 PERCENT TO 2,958,002 SETS, VALUED AT 157 BILLION YEN OR APPROXIMATELY 541.4 MILLION DOLLARS. EXPORTS TO U.S. ACCOUNTED FOR 28.1 PERCENT OF ALL JAPANESE COLOR RECEIVER PRODUCTION, THE HIGHEST FIGURE EVER, AND 56.4 PERCENT OF ALL COLOR TV EXPORTS.

5. TREMENDOUS INCREASES IN PRODUCTION AND EXPORTS STAND IN SHARP CONTRAST WITH GROWTH IN PRODUCTION FOR JAPANESE DOMESTIC MARKET. DOMESTIC SHIPMENTS FOR JAPANESE MARKET INCREASED ONLY 11.9 PERCENT IN 1976.

6. PRODUCTION AND EXPORT FIGURES ON A SET BASIS FOR PERIOD 1971 - 1976 ARE AS FOLLOWS:

YEAR PRODUCTION EXPORTS EXPORTS TO U.S.

1971	6,872,324	21,576,944	1,237,089
1972	8,387,935	1,848,579	1,116,295
1973	8,757,766	2,097,177	1,094,542
1974	7,922,834	2,288,544	1,001,390
1975	7,472,648	2,756,011	1,215,104
1976	10,531,276	5,250,649	2,959,002

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## Message Attributes

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Margaret P. Grafeld  
Declassified/Released  
US Department of State  
EO Systematic Review  
22 May 2009  
**Markings:** Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 22 May 2009